



ONE CITY. ONE JACKSONVILLE.

# City of Jacksonville, Florida

*Lenny Curry, Mayor*

Neighborhoods Department  
Ed Ball Building  
214 N. Hogan Street, 7<sup>th</sup> Floor  
Jacksonville, FL 32202  
(904) 255-7200

March 16, 2018

Michael DiNapoli  
Florida Department of Economic Opportunity  
Division of Strategic Business Development  
107 E. Madison Street  
Tallahassee, FL 32399

Re: City of Jacksonville/Duval County recommendation for Opportunity Zones

Dear Mr. DiNapoli:

Pursuant to our recent telephone conversations, I am pleased to provide you with the City of Jacksonville's recommendation for census tract designations for the Opportunity Zone program. The census tracts of 172, 174, 10, 171 (contiguous tract) and 8 (contiguous tract) are recommended because they are included within the boundaries of the City's Downtown Investment Authority and are crucial to incentivizing investments in the City's urban core. The City is prioritizing the downtown area based on the capacity of these census tracts to absorb private capital and there is existing infrastructure which is necessary to enable investments in businesses as well as real estate. Second, these areas have the ability to complement and leverage existing and prospective economic activities in the planned designated Opportunity Zones including a Community Redevelopment Agency (CRA) and the Downtown Investment Authority. Please find attached detailed information regarding this recommendation.

Additionally, Census tracts 137.21 and 173 (contiguous tract) are recommended because they encompass the Cecil Commerce Center, which is the site of a closed Navy base that was conveyed to the City in 1999 as a part of the BRAC realignment. The City and its independent agencies have invested millions into redeveloping Cecil and converting approximately 6,000 acres into a vibrant business park. The City has contracted with Hillwood as the Master Developer but the area is still in need of employment opportunities. Cecil has sites that are ready for development and investment opportunities.

Census tracts 15 and 143.11 are special areas of focus for the City Council's Special Committee on Safe and Healthy Neighborhoods, as these neighborhoods include areas where there are critical needs for affordable housing, neighborhood improvements, employment opportunities, and economic revitalization.

Census tracts 148, 150.01 (contiguous tract) and 154 are located within the Arlington CRA and census tracts 107 and 106 (contiguous tract) are within the Kings-Soutel CRA, both of which are areas that need assistance incentivizing economic development projects. Finally, census tract 138 represents the Mayport area, which is a historic waterfront village that is home to one of Jacksonville's two Navy bases, and is an area that once supported a thriving fishing industry. Businesses closed and

development declined after an announcement by Jaxport was made in 2008 providing plans to locate a cruise ship terminal with a large parking deck. The terminal has not been developed to date and the area is in desperate need of economic incentives to encourage revitalization along the waterfront.

For your reference, I have also attached a map of the recommended census tracts. Please do not hesitate to contact me should you have any questions or concerns.

Sincerely,



Stephanie Burch, Director  
Neighborhoods Department

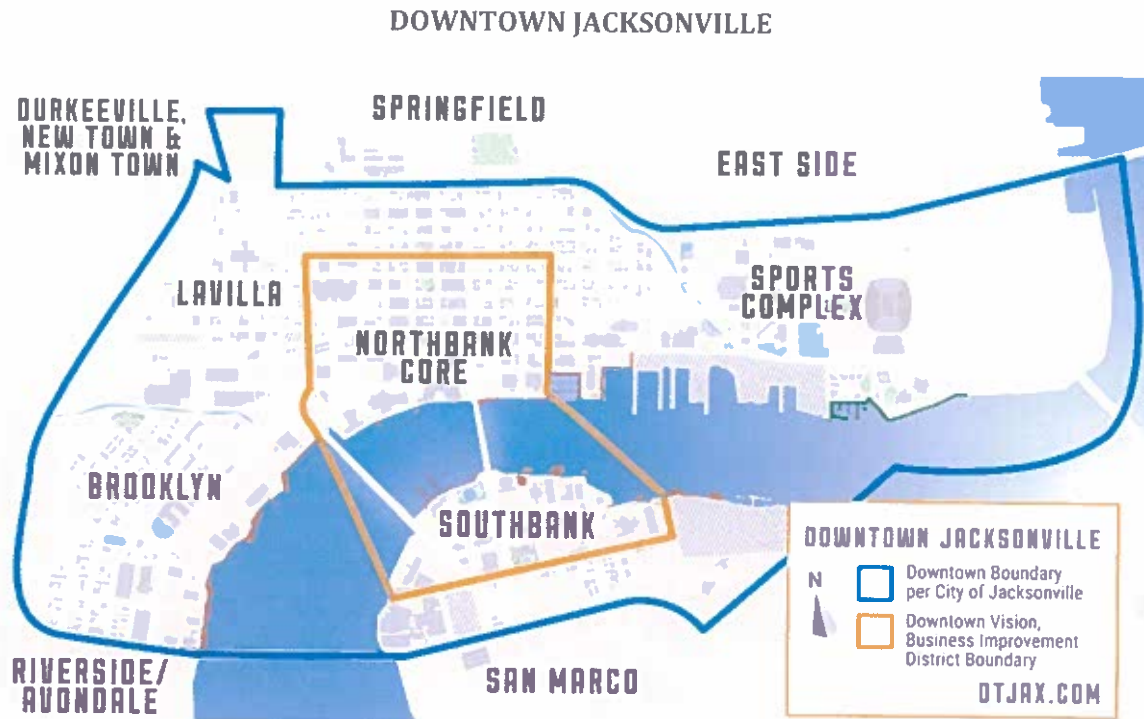
**Opportunity Zone Census Tract Designation Priorities**  
**City of Jacksonville, Duval County**  
***Downtown Qualified Census Tracts***

The City of Jacksonville requests that the Governor nominate to the U.S. Treasury Department, **downtown Jacksonville** and its eligible census tracts (031017200, 031017100, 031011000, 031000800, 031017400) as Opportunity Zones.

*Context*

The *City of Jacksonville* and its *Downtown Investment Authority (DIA)* staff collaborated to prioritize the area based on the capacity of these census tracts to absorb private capital and that there is existing infrastructure needed to enable investments in businesses as well as real estate. Second, these areas have the ability to complement and leverage existing and prospective economic activities in the planned designated Opportunity Zones including a Community Redevelopment Agency (CRA) and the Downtown Investment Authority. Finally, the need for economic opportunity is indicated in the demographic highlighted indicators detailed later in this report.

The City will also will encourage businesses located in Opportunity Zones adhere to environmental best practices, hire local residents from economically distressed communities and seek to ensure that current residents of Opportunity Zones are able to remain in neighborhoods or can benefit from rising property values.



The proposed five census tracts lie within the City of Jacksonville's two downtown Community Redevelopment Areas (CRA). Both CRAs are governed by the *Downtown Investment Authority*, created by the City to revitalize Jacksonville's urban core by utilizing CRA, other public (state and federal) and private resources to spur economic development. .

*Evidence of market demand for equity - description of recent private investments*

The DIA and the CRAs provide a number of incentives to implement the CRA plans for the downtown core including:

- Sale of city-owned properties
- Commercial incentives including sale-leaseback incentives and a Commercial Revitalization Program.
- Residential incentives for multi-family housing and down payment assistance.
- Permitting and regulatory assistance.

In April of 2015, the DIA approved Shad Khan's plan to develop Jacksonville's Shipyards into a commercial center. The plan includes residential and office spaces as well as multiple attractions for everyone to enjoy. The development of The Shipyards helps bring life and vitality to Downtown by increasing visitors and traffic to the area.

The Brooklyn area of downtown was originally a residential suburb, but has since been developed into a thriving commercial area with significant private investment.

The DuPont Center is a recently completed collaborative space for nonprofit organizations and other members of the creative community can work together with state-of-the-art on-site technology and other resources.

*Description of recent public investments made in the area*

The DIA, the City and the Florida Department of Transportation have all provided public investments in the past three years for sewer projects, bridge rehabilitation, and bridge maintenance. The DIA also invested in expanding WiFi availability in downtown Jacksonville with the provision of free WiFi.

More specifically, the DIA has invested in the following sample projects in downtown Jacksonville indicated that there is not only economic need but significant demand for equity capital in the area that can be provided by Opportunity Zone designation:

1. 200 Riverside Ave. The new proposed rental apartment facility will include 223 units, and an additional 18,000 square feet of retail space. Collectively the project will result in the investment of approximately \$42.1 million for the construction of the rental apartment facility and associated improvements
2. Cowford Chophouse. Developer plans to renovate, restore, preserve and re-use the old "Bostwick Building" and convert it into the Cowford Chophouse a high end signature restaurant space in Downtown Jacksonville.
3. Unity Plaza Hotel. The Project will support the surrounding Brooklyn-Riverside retail establishments and create 15-30 new full time jobs at the hotel and create approximately 75 temporary full time construction jobs during construction of the hotel.
4. Jacksonville Landing Redevelopment.

# FL 031017200:



## Selected Indicators for this Tract

### 43% - People in Poverty

Regional Average: 14%

Annual Average Change in Tract from 2000: -3%

### \$35,700 - Median Household Income

Regional Average: \$53,661

Annual Average Change in Tract from 2000: 11%

### 11% - Unemployment Rate

Regional Average: 8%

Annual Average Change in Tract from 2000: -2%

## Mobility:

This census tract is considered by the national Walkability Index to be "very walkable" (score of 78), "good transit" with many nearby public transportation options and "bikeable."

## Housing:

<b>\$643</b>	Median Home Value (2012-2016) <b>\$153,400</b>	Share of 2-Bedroom Rental Units that are Affordable at 50% of Area Median Income (2015) <b>20.55%</b>	Share of Owner Units that are Affordable at 80% of Area Median Income (2015) <b>52.20%</b>
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## Median Gross Rent

**Race:**

63% of the population is of a racial or ethnic minority:

**Income and Poverty Indicators:**

Income & Poverty Indicators	
Indicator	Tract
Median Household Income (2012-2016)	\$35,700
Percent of People in Poverty (2012-2016)	43.01%
Percent of Single Parent Families in Poverty (2012-2016)	60.75%
Percent of School Age Children in Poverty (2016)	19.62% (School District)
Percent of Students that are Free and Reduced Lunch Recipients (2015)	43.82% (School District)
Percent of Income Tax Returns Utilizing EITC (2015)	

Employment Indicators		
Indicator	Tract	Region (
Unemployment Rate (2012-2016)	11.09%	8.18
HUD Labor Market Engagement Index Score (2016)	27	-
Number of Employed Residents (2015)	1,023	
Number of Multiple-Job Holders (2015)	84	
Percent of Workers, by Residence, who earn \$15,000 or Less (2015)	23.56%	

Source: [Census ACS](#), [HUD AFH](#), [Census LEHD](#)

## Census Tract FL 031017100



### *Selected Indicators for this Tract*

#### **16% - People in Poverty**

Regional Average: 14%

Annual Average Change in Tract from 2000: -3%

#### **\$45,733 - Median Household Income**

Regional Average: \$53,661

Annual Average Change in Tract from 2000: 1%

#### **3% - Unemployment Rate**

Regional Average: 8%

Annual Average Change in Tract from 2000: 1%

### *Mobility:*

This census tract is considered by the national Walkability Index to be “very walkable” (score of 73), “some transit” with a few nearby public transportation options and “bikeable.”

### *Housing:*

#### Median Gross Rent

(2012-2016)

**\$984**

#### Median Home Value

(2012-2016)

**\$174,100**

Share of 2-Bedroom Rental Units that are Affordable at 50% of Area Median Income

(2015)

**11.00%**

Share of Owner Units that are Affordable at 80% of Area Median Income

(2015)

**36.60%**

*Race:*

Percent of population that is nonwhite: 17.1%

*Income:*

**Income & Poverty Indicators**

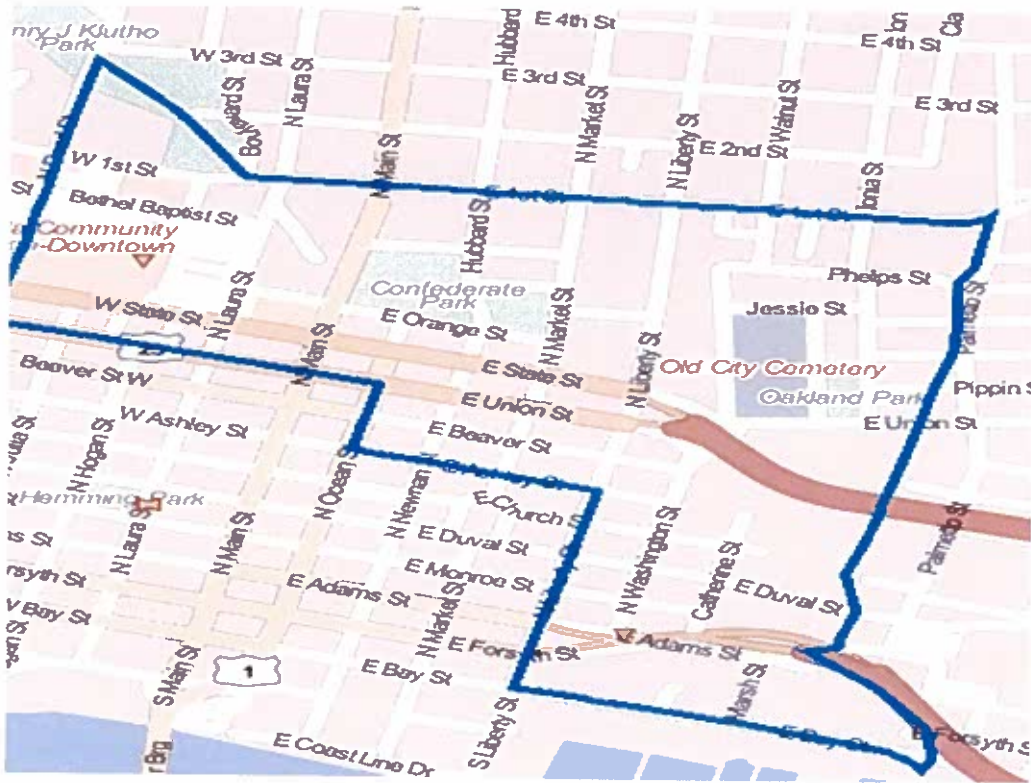
<b>Indicator</b>	<b>Tract</b>
Median Household Income (2012-2016)	\$45,733
Percent of People in Poverty (2012-2016)	15.53%
Percent of Single Parent Families in Poverty (2012-2016)	44.87%
Percent of School Age Children in Poverty (2016)	19.62% (School District
Percent of Students that are Free and Reduced Lunch Recipients (2015)	43.82% (School District
Percent of Income Tax Returns Utilizing EITC (2015)	-

**Employment Indicators**

<b>Indicator</b>	<b>Tract</b>
Unemployment Rate (2012-2016)	2.77%
HUD Labor Market Engagement Index Score (2016)	77
Number of Employed Residents (2015)	2,541
Number of Multiple-Job Holders (2015)	133
Percent of Workers, by Residence, who earn \$15,000 or Less (2015)	17.55%



# Census Tract FL 031011000



**Mobility:**

Very Walkable - most errands can be accomplished on foot  
 Good Transit - many nearby public transportation options  
 Bikeable - Flat surface.

**Housing:**

Median Gross Rent (2012-2016) <b>\$250</b>	Median Home Value (2012-2016) <b>N/A</b>	Share of 2-Bedroom Rental Units that are Affordable at 50% of Area Median Income (2015) <b>85.90%</b>	Share of Owner Units that are Affordable at 80% of Area Median Income (2015) <b>66.67%</b>
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**Race:**

Percentage of population that is a racial or ethnic minority: 72.45%

*Income and Poverty:*

**Income & Poverty Indicators**

<b>Indicator</b>	<b>Tract</b>
Median Household Income (2012-2016)	\$12,542
Percent of People in Poverty (2012-2016)	62.33%
Percent of Single Parent Families in Poverty (2012-2016)	47.06%
Percent of School Age Children in Poverty (2016)	19.62% (School District
Percent of Students that are Free and Reduced Lunch Recipients (2015)	43.82% (School District
Percent of Income Tax Returns Utilizing EITC (2015)	-

Employment

**Employment Indicators**

<b>Indicator</b>
Unemployment Rate (2012-2016)
HUD Labor Market Engagement Index Score (2016)
Number of Employed Residents (2015)
Number of Multiple-Job Holders (2015)
Percent of Workers, by Residence, who earn \$15,000 or Less (2015)

## Census Tract: FL 031000800



### *Selected Indicators:*

**13% - People in Poverty**

Regional Average: 14%

Annual Average Change in Tract from 2000: 2%

**\$48,004 - Median Household Income**

Regional Average: \$53,661

Annual Average Change in Tract from 2000: 1%

**2%- Unemployment Rate**

Regional Average: 8%

Annual Average Change in Tract from 2000: 30%

### *Mobility:*

**Very Walkable** - Most errands can be accomplished on foot

**Some Transit** - A few nearby public transportation options

**Bikeable** - Flat land, some bike lanes

*Housing:*

<p>Median Gross Rent (2012-2016) <b>\$929</b></p>	<p>Median Home Value (2012-2016) <b>\$236,700</b></p>	<p>Share of 2-Bedroom Rental Units that are Affordable at 50% of Area Median Income (2015) <b>20.88%</b></p>	<p>Share of Owner Units that are Affordable at 80% of Area Median Income (2015) <b>21.25%</b></p>
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*Race:*

Percentage of population that is a racial or ethnic minority: 18.7%

*Income and Poverty:*

Income & Poverty Indicators

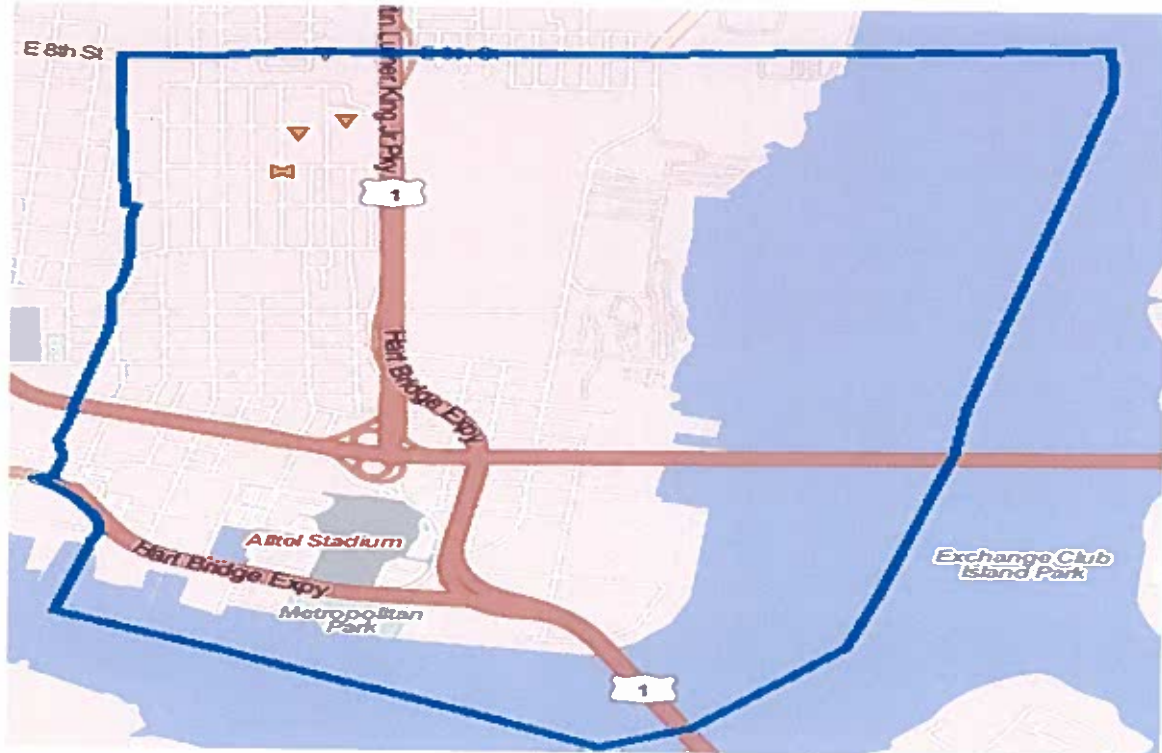
Indicator	Tract
Median Household Income (2012-2016)	\$48,004
Percent of People in Poverty (2012-2016)	12.64%
Percent of Single Parent Families in Poverty (2012-2016)	55.46%
Percent of School Age Children in Poverty (2016)	19.62% (School District
Percent of Students that are Free and Reduced Lunch Recipients (2015)	43.82% (School District
Percent of Income Tax Returns Utilizing EITC (2015)	-

*Employment:*

Employment Indicators

Indicator	Tract
Unemployment Rate (2012-2016)	1.79%
HUD Labor Market Engagement Index Score (2016)	87
Number of Employed Residents (2015)	1,377
Number of Multiple-Job Holders (2015)	75
Percent of Workers, by Residence, who earn \$15,000 or Less (2015)	16.85%

## Census Tract FL 031017400



### *Selected Indicators for this Tract:*

36% - People in Poverty

Regional Average: 14%

Annual Average Change in Tract from 2000: 1%

\$24,226 - Median Household Income

Regional Average: \$53,661

Annual Average Change in Tract from 2000: -1%

17% - Unemployment Rate

Regional Average: 8%

Annual Average Change in Tract from 2000: 2%

### *Mobility:*

**Very Walkable** - Most errands can be accomplished on foot

**Some Transit** - A few nearby public transportation options

**Bikeable** - Mostly flat, minimal bike lanes

*Housing:*

<b>Median Gross Rent</b> (2012-2016) <b>\$984</b>	<b>Median Home Value</b> (2012-2016) <b>\$174,100</b>	<b>Share of 2-Bedroom Rental Units that are Affordable at 50% of Area Median Income</b> (2015) <b>11.00%</b>	<b>Share of Owner Units that are Affordable at 80% of Area Median Income</b> (2015) <b>36.60%</b>
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*Race:*

Percentage of census tract racial or ethnic minority: 17.1%

*Income and Poverty:*

**Income & Poverty Indicators**

Indicator	Tract
Median Household Income (2012-2016)	\$45,733
Percent of People in Poverty (2012-2016)	15.53%
Percent of Single Parent Families in Poverty (2012-2016)	44.87%
Percent of School Age Children in Poverty (2016)	19.62% (School District)
Percent of Students that are Free and Reduced Lunch Recipients (2015)	43.82% (School District)
Percent of Income Tax Returns Utilizing EITC (2015)	-

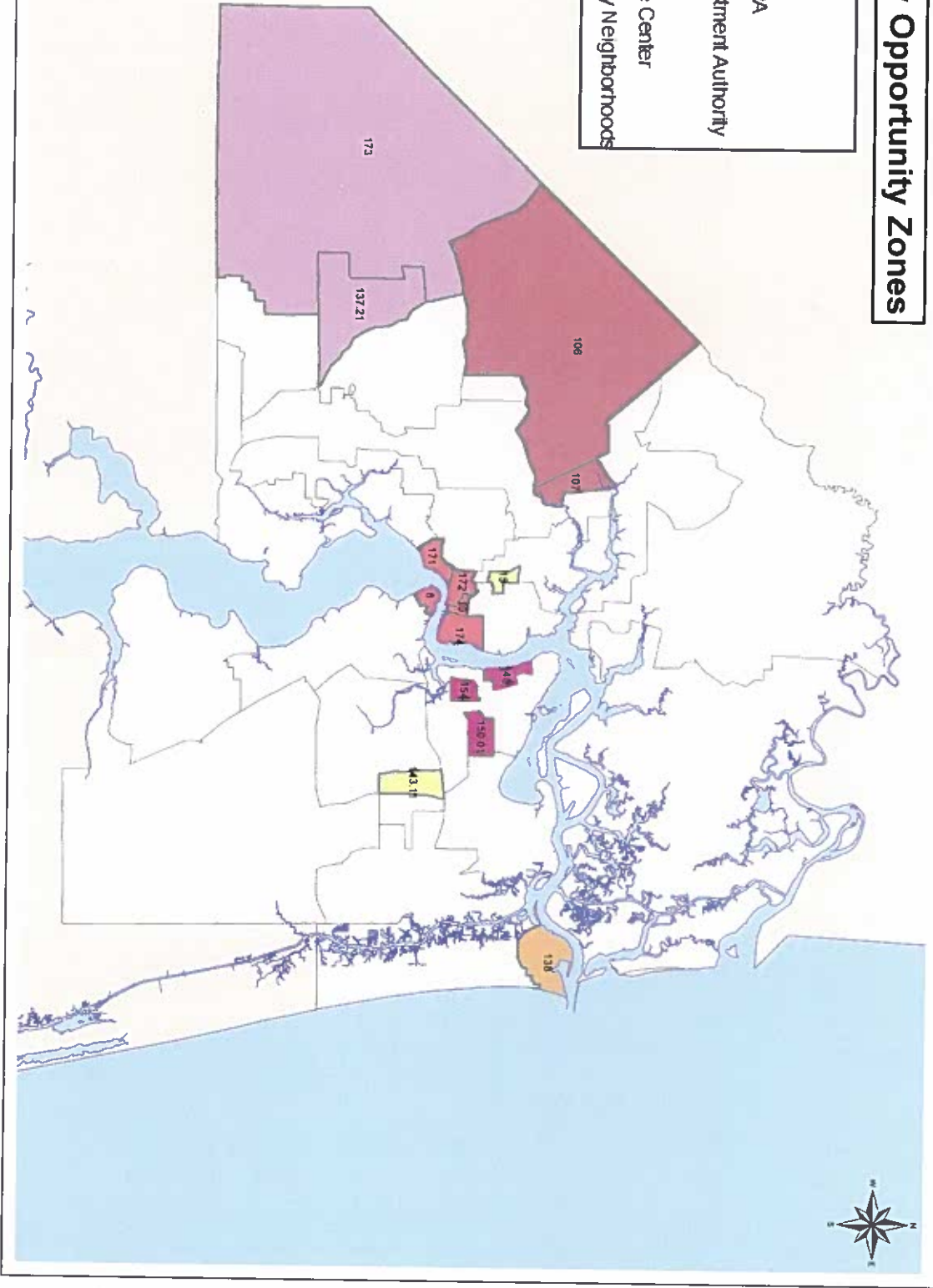
*Employment:*

**Employment Indicators**

Indicator	Tract
Unemployment Rate (2012-2016)	2.77%
HUD Labor Market Engagement Index Score (2016)	77
Number of Employed Residents (2015)	2,541
Number of Multiple-Job Holders (2015)	133
Percent of Workers, by Residence, who earn \$15,000 or Less (2015)	17.55%

# Duval County Opportunity Zones

- Legend**
- Historic Mayport
  - Kings Soutel CRA
  - Downtown Investment Authority
  - Arlington CRA
  - Cecil Commerce Center
  - Safe and Healthy Neighborhoods



March 16, 2018  
Prepared by: Shaun Rycroft, Housing Property Analyst  
Content is intended for illustrative purpose only.